Describe the ad:

List all ad copy that appears, then analyze it for diction, tone, level of language, ‘sweet language’ of persuasion, etc.:

Are there purposeful omissions from the ad? Describe.

Analyze figurative/rhetorical devices used:

Analyze and cite Aristotelian appeals used:

Analyze use of visual rhetoric:

Analyze and cite use of persuasive techniques:

Who is the target audience? How do you know?

Main message/takeaway (state in one sentence):